

REIMAGINING DOWNTOWN

THE IMPACT OF NEVADA MAIN STREET

Main Streets create the environment, both built and cultural, in which communities and small businesses can thrive.

Why Main Street works for Nevada



Nevada Main Street is a holistic approach to downtown revitalization that includes historic preservation, economic and community development, beautification, and economic vitality. It supports business creation and retention to build and sustain healthy and economically vibrant communities, with a primary focus on improving quality of life for residents and keeping their sense of place. The program offers community-based initiatives with a practical, adaptable framework to adjust for each unique community, growing with the community over time.

The program utilizes the lessons learned from almost 50 years of economic and community development experience through Main Street America.

We empower communities to determine their own goals through strategic planning, and work to educate and support them in order to reach their goals.

How we empower communities

- Organizational Development Services
- Board Member, Staff, and Committee Training.
- Networking, Scholarships, Grants
- Twice Monthly Calls Alternating Partner Presentations and Community Updates and Discussions
- Direct Support from The Nevada Governor's Office of Economic Development (GOED)



Our Partners

Nevada Main Street has fostered strategic, mutually beneficial partnerships with various federal, state, and non-profit entities, including: **Travel Nevada, the Division of Outdoor Recreation, the State Historic Preservation Office (SHPO), Small Business Development Center (SBDC), USDA-Rural Development and Rural Partners Network, Senator Rosen's Office, Senator Cortez Masto's Office, Congressman Amodei's Office, the University Center for Economic Development (UCED), the Department of Business and Industry, Rural Nevada Development Corporation (RNDC), the Nevada Arts Council, Nevada Humanities, State Parks, the Bureau of Land Management, Nevada Rural Housing, Western Nevada Development District (WNDD), the Office of Federal Assistance, the Department of Transportation, the State Infrastructure Coordinator, Small Business Administration (SBA), Cooperative Extension and the Regional Development Authorities (RDA).**

These partnerships are vital for both the partners, who are able to better understand the needs of the communities in order to make their programs and outreach more effective, and the communities, who are able to hear about programs and opportunities directly, as well as ask questions.



GOED
NEVADA GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

NEVADA MAIN STREET

The Nevada Main Street program has seen significant growth over the last four years, more than doubling their communities, requiring significant time and resource commitment.

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OUR SUCCESSES!



Grants and strategic planning

- 25 strategic plans developed with community input
- Funded 23 projects from 16 organizations totaling \$662,954.50 in 2024
- Funded 31 projects from 20 organizations totaling \$425,517.26 in 2025
- Grant funding is used to operationalize goals determined in their strategic plans

29 participating Nevada Main Streets, representing 34 communities... and growing!

Gardnerville
Tonopah
Downtown Reno Partnership
Downtown Sparks
Boulder City
Eureka
Fernley
Goldfield
Hawthorne
Henderson

Las Vegas (Jackson St.)
MidTown Reno
Virginia City
Wells
White Pine

- Ely
- Baker
- McGill

Brewery District (Reno)

Caliente
Dayton
Incline Village
Lovelock
Mesquite
Moapa Valley

- Logandale
- Overton

Pahrump

Pioche
Pyramid Lake Paiute Tribe

- Sutcliffe
- Wadsworth
- Nixon

Riverwalk District (Reno)
Wells Avenue (Reno)
Winnemucca
Yerington

Main Street Highlights

Wells by utilizing federal (CDBG), state (Nevada Main Street), and private (Nevada Gold Mines) funds, Wells Main Street has created a successful small business incubator utilizing a small motel in their downtown area. They now boast 7 different small businesses

Eureka Main Street received funding for wayfinding signage and art installations.

Hawthorne Main Street created a community gathering space on land that had been vacant for decades, beautifying and activating their downtown to encourage travelers to get off the bypass.

Main Street Boulder City installed a historic landmark, welcoming people downtown.

Winnemucca added 29 murals throughout the city, highlighting aspects of their history and cultural identity, during a 3-day Murals and Music Festival in May 2025.

Main Street Gardnerville renovated their Heritage Park Gardens and added additional funding to their façade grant improvement program in partnership with Douglas County and the Town of Gardnerville. They also advocate for policy and code changes to make it easier for small business to thrive.

Tonopah added funding to their Storefront Improvement Grant program, as well as creating a downtown park.

Midtown Reno created a Welcome Center in the Reno Public Market.

Jackson Street Alliance (Las Vegas) in collaboration with the City of Las Vegas and Nevada Main Street, is restoring the historic charm of the “Black Strip”, empowering residents through education and support, and attracting investments to foster growth.

Goldfield enhanced the Town Square, planting trees, including a community Christmas tree, and added covered seating, trash cans, and fencing.

Organizations from 2024 self-report that Nevada Main Street and community efforts led to 382 full-time jobs, 149 part-time jobs, and 124 new businesses, as well as 66 rehabilitation projects, 10 public improvement projects, and over \$11,000,000 in public and private investment.